

You must complete all components of the course to receive a passing grade.

Book

There is one mandatory book for this course:

George Lakoff, *Don't Think of an Elephant: Know Your Values and Frame the Debate*, 2nd ed. (White River Junction, Vermont: Chelsea Green, 2014) (9781603585941).

An electronic copy of the book is available through the Carleton library. Paperback copies (both new and used) or electronic versions can be purchased through Amazon, Indigo, and ThriftBooks. The book is not available at the Carleton bookstore.

Students are expected to read the book at their own pace during the term but are encouraged to do so early in the term. Reading the book is essential for writing the framing assignment and answering one mandatory question on the final examination. An online summary of the book is not a substitute for the book itself.

There will be one optional—but highly-recommended—discussion of the book on 15 October. This class will be open to anyone who has finished reading the book and is willing to complete the necessary work to prepare for the discussion. If you wish to take part in the discussion, upload to Brightspace a single-spaced, 2- to 3-page document containing your notes on the most important points in the book and 3–5 possible exam questions related to the book. The document must be submitted by 11:55 P.M. on 1 October. You will then receive a list of possible exam questions submitted by your colleagues. Prepare answers to the questions and upload them to Brightspace by 11:55 P.M. on 8 October.

Speech Analysis I

Find a great speech written in a style you would like to emulate. (For American speeches, a good place to look is www.americanrhetoric.com.) What matters is how speakers presented their views, not whether you agree with them. The speech must have been originally written in English, it must be political, and it must be at least 1000 words long. (You may choose a bilingual Canadian speech if at least half the text is in English.) You will need access to the complete electronic text. Do not choose one of the speeches that we will analyze in class: Martin Luther King's 28 August 1963 speech at the March on Washington for Jobs and Freedom, Barack Obama's 27 July 2004 speech at the Democratic National Convention, or Arnold Schwarzenegger's 31 August 2004 speech to the Republican National Convention.

In your written assignment, provide the internet address for the text of the speech and explain in 150–300 words why *you* think it is a great speech. Illustrate your answer with quotations from the speech. The emphasis here is on your opinion. Do not seek guidance or quote authorities on what makes for an effective speech.

Do not summarize the speech. Do not analyze the message of the speech. Do not just describe the speech—be explicit about why you like it.

You should focus not on *what* the speaker said but on *how* the speech was written. You are analyzing a written text to understand *speechwriting* techniques, not watching a video to assess speaking techniques or policy positions.

Do not talk simply about the impact of the speech (e.g., “This was a great speech because it was powerful and moving”). Talk about how the speechwriter achieved that impact.

You will receive a mark of zero on this assignment if:

- at any point in your explanation, you say (or hint) that the speech is great because you agree with its message;
- the speech is not in English;
- the speech was translated to English from another language;
- the speech is shorter than 1000 words;
- the speech was not political (if in doubt, ask);
- you do not provide an internet address for the complete electronic text; or
- you chose one of the speeches that we will be analyzing in class (see list above).

Assignments will be graded according to the following criteria:

- The assignment should be clearly written in grammatically correct sentences, without bombast or academic jargon. It should have a logical structure, and the ideas should flow clearly.
- There should be no spelling or serious grammatical errors.
- The assignment should have been prepared according to the course outline and style guide.
- The student should have given a personal opinion on why the speech is great.

The assignment should be submitted on Brightspace no later than the start of class on 24 September. If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace in place of the speech analysis) before the deadline. If you have done so, there will be no penalty, so long as the assignment is ultimately received by start of class on 8 October.

If I have not uploaded a document to Brightspace (either the assignment or a document explaining that you will submit the assignment late) by the deadline, you will receive a zero on the assignment.

Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 6 December, the last day of term.

Speech Analysis II

Mark up the great speech that you selected in your first assignment, identifying the various techniques employed by the speechwriter, and submit it with a checklist that you will find on Brightspace. (An example of how to mark up the speech will be posted on Brightspace.) The

assignment will receive a zero if it does not include the checklist or if the speech does not meet the criteria above under “Speech Analysis I.”

The assignment will be graded according to the following criteria:

- The assignment should correctly identify at least one example of each rhetorical technique.
- If the student claims that there are no examples of a particular technique, the technique should not be present in the speech.

The assignment must be submitted no later than the start of class on 15 October. If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace in place of the assignment) before the deadline. If you have done so, there will be no penalty, so long as the assignment is ultimately received by the start of class on 29 October.

This assignment may be submitted on Brightspace or in hardcopy at my office. If the office is closed, please slide the assignment under the door and send me an e-mail to ask for confirmation that I have received it. Any assignments submitted to the offices of the Department of Political Science or the School of Journalism and Communication (or anywhere other than to my office or to me personally) will be assessed a 100 per cent late penalty.

If you have not submitted the assignment or uploaded a document to Brightspace by the deadline, you will receive a zero on the assignment.

Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 6 December, the last day of term.

Speech

Write a speech of 750 to 1250 words on a topic to be assigned in class on 8 October, mark up the speech to identify the various speechwriting techniques that you have used, and submit the speech with the checklist that you will find on Brightspace. Topics other than those assigned will not be considered.

The speech will be graded according to the following criteria:

- The speech should be clear and concise, following the guidelines given in class.
- The speech should correctly employ each of the rhetorical techniques explained in class.
- The speech should follow the instructions in the course outline and style guide.
- The student should take the assignment seriously and avoid the temptation to make jokes at the speaker’s expense (e.g., having Donald Trump announce that he is not running again because he wants to spend his time sleeping with porn stars).

The assignment is due no later than the start of class on 5 November. If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace in place of the assignment) before the deadline. If you have done so, there will be no penalty, so long as the assignment is ultimately received by the start of class on 19 November.

This assignment may be submitted on Brightspace or in hardcopy, either in class or at my office. If the office is closed, please slide the assignment under the door and send me an e-mail to ask for confirmation that I have received it. Any assignments submitted to the offices of the Department of Political Science or the School of Journalism and Communication (or anywhere other than to my office or to me personally) will be assessed a 100 per cent late penalty.

If you have not submitted the assignment or uploaded a document to Brightspace by the deadline, you will receive a zero for the assignment.

Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 6 December.

News Conference Simulation

Students will be divided into groups to simulate a news conference in class on 12 and 19 November. There will not be enough time in class to cover every group, so I will be asking for some groups to volunteer to hold their news conferences earlier in the day on one of those dates.

You will be given opportunities during class time to plan for the simulation but should also expect to spend time outside of class working with your fellow group members. Afterward, you will be asked to submit a confidential review of your contribution and the contribution of your fellow group members to the news conference, which should be submitted within one week. Your grade will be based on the quality of your group's news conference, your contribution to the group (according to your own assessment and that of your peers), and your review of your peers.

Framing Assignment

Write 1250–1500 words analyzing the two main competing sides in an election or referendum campaign and explaining how each side attempted to frame itself, its opponent, and the election issues. Did each side follow George Lakoff's guidelines for framing? Was the successful side the one that was better at framing? Do not choose the 2016 or 2024 US presidential elections, which will be discussed in class.

Your assignment has to be based on evidence. Your sources will be any communication that a campaign used to frame an issue, party, or individual, including:

- statements quoted in newspaper or magazine articles,
- remarks reported on radio or television,
- advertisements (whether on television, Facebook, YouTube, or elsewhere),
- social-media posts, and
- information on campaign or party websites.

Particularly useful will be online advertisements, major speeches, and statements in debates. You are free to quote secondary sources (i.e., journalists or scholars who are giving their views on the campaign) but most of your information should come from primary sources (material from the campaign or the candidate).

The assignment will be marked according to the following criteria:

- Understanding – The assignment should show an understanding of the concept of framing as explained in the Lakoff book. You must show that you understand the book, if only in the way you discuss the election or referendum that you have chosen to examine.
- Research – The assignment should be based on extensive research.
- Argument – The assignment should answer the question about whether the successful side was the one that had made better use of framing techniques. The answer to this question should be convincing and based on evidence.
- Presentation – The assignment should look and sound like it was prepared by a professional. It should be written in a clear and logical style. It should be free of grammatical and typographical errors. The sources should be cited in an appropriate style. The assignment should be formatted according to the guidelines in the course outline and style guide.

The assignment must be submitted on Brightspace no later than the start of class on 26 November. You would be wise to complete the assignment well before that time in case you encounter a last-minute crisis preventing you from submitting it.

If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace in place of the assignment) before the deadline. If you have done so, there will be no penalty, so long as the assignment is received by 6 December, the last day of term.

If you have not uploaded a document to Brightspace (either the assignment or a document explaining that you will submit the assignment late) by the deadline, you will receive a zero on the assignment.

Group Assignments on Ethics and Defamation

You will be divided into your groups for two in-class case studies, one on ethics (24 September) and one on defamation (26 November). You will be evaluated on the quality of your group's conclusion and on your contribution to the group. For each case study, you should read the material posted on Brightspace before class and should be prepared to discuss the case with your colleagues in class.

For the defamation case, you will function as a panel of judges to rule on the case: is it libel or not? You should try to come to a unanimous ruling. If you cannot agree, you may break into two groups, producing a majority and a minority ruling. For the ethics case, you will function as an advisory group, giving a politician or political aide advice on how to handle an ethical dilemma.

Every student will submit a report after the ethics and defamation group assignments. All students who are a party to a ruling or opinion must have their names on that document.

Group Assignment on the Framing of the 2024 US Presidential Election

Each student will post one example (such as an ad, a portion of a speech, a statement in a debate, a social-media post) of how one of the major presidential campaigns framed its candidate, the issues in the election, or the opposing candidate. Please provide a brief (one- or two-sentence) explanation of how your example illustrates the campaign's framing strategy. If the example is one portion of a lengthy speech or debate, please flag the part (e.g., "the section from 13:15 to 15:24 in this speech") that you thought provided a good example of framing. Note that the example should come from the candidate, the campaign itself, or an individual affiliated with the campaign. It should not be the work of some social media troll or a Russian bot.

The post will be made to a Brightspace discussion group before polls begin opening in the United States at 6:00 a.m. on 5 November 2024. Because you cannot post an example that one of your classmates has already provided, you would be wise to take care of this task early in the term.

Before class on 3 December, you will read the examples provided by your classmates and come to some conclusions about how each campaign framed the election issues and candidates. In class, the groups will discuss the election, each coming to a conclusion about which campaign was better at framing and why.

Your grade will be based on your post to Brightspace and on your group's oral report to class.

Examination

The examination will be three hours in length and will cover material from the lectures and the book.

The exam is a test of your mastery of the course material. It is not an exercise to see how clever you are or how much you knew before you took this course. You must engage with the course content, directly confronting the readings and lectures. If you disagree with the course material, you must explain why, offer an alternative interpretation, and provide evidence to support your view. You cannot simply ignore some or all of the course material.

Exam questions must be answered. They are not simply themes for you to discuss in general terms. If a question includes sub-questions, you must answer all of them.

Here are some exam questions: (1) In politics, what does *strategic communications* mean? What makes *strategic communications* strategic? How do strategic communications look in practice? (2) During the 2016 US presidential election, the pundits told us that Donald Trump was breaking all the rules of political communications. Yet Trump won the election. How do you explain this paradox? (3) Analyze the framing by the two main sides during the 2024 US presidential election. How did each side frame itself, the issues, and its opponent? Which side was more effective at framing? (3) Explain the concept of big data in politics. What is big data? Why is it important? What light does research on political psychology shed on the value of big data? How do campaigns use big data?

Student Success

Successful students generally:

- read the course outline carefully and refer back to it frequently;
- manage their time effectively (leaving enough time for assignments, allocating their time according to the relative weight of the course components, recognizing the human tendency to procrastinate and dealing with it);
- attend every class, sit at the middle or near the front, take extensive notes, and resist the urge to play with electronic devices; and
- complete the assigned readings while focussing on the texts (rather than reading while multitasking).

I am always curious about how many students read a course outline. Once you have finished reading this outline, please send me an e-mail telling me that you have done so.

Academic Dishonesty

Academic dishonesty includes, but is not limited to:

- reproducing someone else's exact words without using both quotation marks and a citation to indicate that you are doing so;
- passing off someone else's ideas or interpretations as your own, or closely paraphrasing someone else's work, without giving credit in the form of a reference; and
- falsifying footnotes to disguise the actual sources you have used (e.g., taking material from Wikipedia, but footnoting it to a scholarly source; or using only one book, but footnoting several).

In the sentences above, the phrase *someone else* includes artificial intelligence.

Schedule

last revised 27 August 2024

(subject to change to accommodate guest speakers)

If you are unable to attend a class, please contact me by e-mail (before the lecture if possible, or, if not, soon afterward).

Date	Lecture	Readings and Assignments
10 September	Introduction to the Course and the Concept of Political Management Introduction to Strategic Communications	Read: course outline and style guide.
17 September	The Trump Paradox	In-class group exercise: On Message Case Study
24 September	Ethics	Read (before class): Ethics Case Study (Brightspace). Due: Speech Analysis I In-class group assignment: Ethics

Date	Lecture	Readings and Assignments
1 October	So You Want to Be a Pollster? Guest Lecturer: Dr. André Turcotte, professor of communications and professional pollster	Deadline to submit your notes and possible exam questions on the book if you wish to take part in the optional discussion on 15 October.
8 October	Writing in a Political Context Speechwriting Techniques Speech topic to be assigned	Deadline to submit your answers to the questions on the book if you wish to take part in the optional discussion on 15 October.
15 October	No Lecture	Optional discussion of the Lakoff book for those who have completed the necessary preparations (see “Book” above). Due: Speech Analysis II
22 October	Fall Break – No Class	
29 October	Media Relations, part I Guest: Yaroslav Baran, practitioner-in-residence for the Clayton H. Riddell Graduate Program in Political Management; partner and co-founder of Pendulum, a communications firm	Group work to prepare for news conference on 12 or 19 November
5 November	Media Relations, part II	Group work to prepare for news conference on 12 or 19 November Due: Speech
12 November	No Lecture	In-class group assignment: News Conference Simulation
19 November	No Lecture	In-class group assignment: News Conference Simulation
26 November	Defamation Law	Read (before class): Defamation Case Study (Brightspace) Due: Framing Assignment In-class group assignment: Defamation Case Study
3 December	Political Psychology The Framing of the 2024 US Presidential Election	Read (before class): The examples submitted by your groupmates on the framing of the 2024 US presidential election In-class group assignment: The Framing of the US Presidential Election

Other

The Faculty of Public Affairs requires that the following information be included in all course outlines:

Course standing: Standing in a course is determined by the course instructor subject to the approval of the faculty dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the dean.

Plagiarism: The University Academic Integrity Policy defines plagiarism as “presenting, whether intentionally or not, the ideas, expression of ideas, or work of others as one’s own.” This includes reproducing or paraphrasing portions of someone else’s published or unpublished material, regardless of the source, and presenting these as one’s own without proper citation or reference to the original source. Examples of sources from which the ideas, expressions of ideas, or works of others may be drawn from include but are not limited to books, articles, papers, literary compositions and phrases, performance compositions, chemical compounds, artworks, laboratory reports, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material on the internet, and conversations. Examples of plagiarism include, but are not limited to:

- any submission prepared in whole or in part by someone else, including the unauthorized use of generative AI tools (e.g., ChatGPT);
- using ideas, direct verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another’s data or research findings without appropriate acknowledgement;
- submitting a computer program developed in whole or in part by someone else, with or without modifications, as one’s own; and
- failing to acknowledge sources through the use of proper citations when using another’s works and/or failing to use quotation marks.

Plagiarism is a serious offence that cannot be resolved directly by the course’s instructor. The associate dean of the faculty follows a rigorous process for academic integrity allegations, including reviewing documents and interviewing the student, when an instructor suspects a violation has been committed. Penalties for violations may include a final grade of "F" for the course.

Student Mental Health: As a student, you may experience a range of mental health challenges that significantly impact your academic success and overall well-being. If you need help, please speak to someone. There are numerous resources available both on- and off-campus to support you. A list of these resources may be found at <https://wellness.carleton.ca/>.

Academic Accommodation: Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).